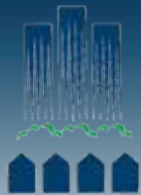


California Redevelopment Association

Redevelopment. Building Better Communities

Putting Redevelopment to Work in Chula Vista



John F. Shirey
Executive Director

Redevelopment. Building Better Communities.

But first, a word from your sponsor...

California Redevelopment Association

- Established 1979, state-wide, non-profit
- Purposes:
 - Legislative advocacy
 - Professional training and development
 - Public information
- Governed by 18-member board of directors
- 362 member agencies
- 300 associate members



So what is Redevelopment?



Redevelopment. Building Better Communities.

Redevelopment is a PROCESS created to ASSIST cities and counties in the ELIMINATION OF BLIGHT from designated areas and to ACHIEVE DESIRED development, reconstruction and rehabilitation.

- Authorized by the California Constitution**
- Regulated by H&S Code (Sec. 33000 et seq.)**

How long have we been at it?

- 1945:** Legislature passed the Community Redevelopment Act
- 1951:** Community Redevelopment Law was put in State Code
- 1952:** Redevelopment agencies were authorized to use tax increment financing by California voters
- 1976:** 20% set-aside for Low and Moderate Income Housing was created

Redevelopment is:

Deborah Nagelin and her children,
Nicholas and Samantha



“I lived in Ellsworth Court because it was economical, but the living conditions were bad. Buying a house in Providence Walk was very exciting. I’m just happy to finally own a home.”

Redevelopment is:

Julia Myers



"I think it's perfect here."

Redevelopment is:

Barbara and Robert Maxon



"Our Redevelopment Agency brought the community together and turned ideas into achievements. Our dream became a reality."

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Why have Redevelopment?



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Redevelopment is a Problem Solver

Based on the “But For” premise

- “But for” the actions of redevelopment, the problem would not be solved.
- In other words, the private and public sectors could not improve the problem “but for” redevelopment.
- In fact, the area would worsen “but for” redevelopment.

Redevelopment Addresses:

- Neighborhoods and downtowns where reinvestment is not occurring
- Homes, business, infrastructure in decline
- Brownfields, infill, & sustainable development
- Affordable housing needs

Redevelopment is about...

Building Better Communities!

- It's an Economic Development Program.
- It's an Affordable Housing Program.
- It's a Job Creation Program.
- It's a Neighborhood Improvement Program.

Redevelopment builds local tax base...

New/Expanded Businesses



Revived Business Districts and Downtowns



Redevelopment builds affordable housing...

New and Rehabilitated Housing



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Redevelopment builds community facilities...

Community Centers and Libraries



Parks and Playgrounds



Redevelopment builds infrastructure...



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Redevelopment supports jobs...



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**Redevelopment
contributes to
California's economy
and local economies**

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Redevelopment is Economic Stimulus



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Redevelopment Cleans Up Contaminated Properties





Redevelopment Can Reduce Greenhouse Gas Emissions Through Sustainable Development

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**What else should
you know about
Redevelopment?**

Redevelopment is an Open Process

- Local elected officials approve planning areas, plans, and use of eminent domain
- Residents and property owners are involved at every step through public hearings and committees
- Litigation is possible at any time



Locally Controlled

- Local control of local resources for local improvements.
- Goals are established by the community.
- The City Council & Agency Board manage the program.
- In every California city, redevelopment is customized to local community needs.

In addition...

California is one of the most active states involved in redevelopment and has some of the most restrictive requirements regulating the

- definition of blight
- providing affordable housing
- project life-time
- acquisition of property, including use of eminent domain
- reporting of finances and activities



Examples of Redevelopment Successes

West Covina Redevelopment Agency

West Covina Commercial Center & Sportsplex

Before



After



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Santa Barbara Redevelopment Agency

El Carrillo Homeless Housing Project

Before



After



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Brea Redevelopment Agency

South Brea Lofts

Before



After



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...And you can see redevelopment success stories on TV!



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REMEMBER



It's about the people, not the projects.

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